CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 21, No. 47 TORONTO, DECEMBER 5, 1956 $3.00 Per Annum

MPICC THEMES: OPTIMISM, HARMONY

New Toronto FP Booking Pattern

Famous Players has secured a lease on the Hollywood Theatre, Toronto, from Theatre Holding Corporation Limited, in which it is a partner, commencing January 1, 1957. The theatre, which has 1,709 seats in its dual auditorium, is located near St. Clair and

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Friendlier View Of Screen Advg.

A more liberal attitude toward screen advertising was one of the things that became clear at the annual meeting of the National Committee of Motion Picture Exhibitors Associations of Canada during the latter part of the day. William Lester of United Amusement Cor-

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BOLSTAD RE-ELECTED CHAIRMAN; ASK CUT IN CAPAC D-I FEE

The improved relations between exhibition and distribution and the common determination to work together to regain the place of cinema entertainment in the amusement world were thoughts that were voiced again and again by delegates to the National Committee of Motion Picture Exhibitors Associations of Canada and the Motion Picture Industry Council of Canada during the recent annual meetings of both organizations in Toronto.

Though some NCMPEAC delegates from regional and provincial theatre associations suggested that a readjustment of terms was still in order, others spoke up in frank praise of the understanding and

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A Good PR Promotion If It Can Be Done

Plans for a tour of Canada by top personnel from Hollywood studios selected from the ranks of producers, directors, writers and perhaps star personalities are again being studied by the Canadian Motion Picture Distributors Association.

The idea was put forward about a year ago and discussed in an atmosphere of good intentions but couldn't be realized. It's just too good to drop so the CMPDA is taking the initiative in trying to bring it closer to becoming a fact. If it succeeds the Motion Picture Industry Council of Canada will enter the picture. Government departments are very interested.

One of the purposes of the tour is to promote interest in the production of films in Canada. Its main object is to stimulate interest in the cinema.

Provincial committees will be formed when and if it's a reality.

Mrs. D'Hondt Passes

Mrs. Richard D'Hondt, who with her husband operated the Imperial, Delhi, Ontario, died last week. Surviving are her husband and two sons. Mrs. D'Hondt was one of three women active in Ontario small-town exhibition who have passed on recently.

Dick Main Heads 'Oscar Contests'

Name the Oscars Contest, enthusiastically endorsed for the second time by the Motion Picture Industry Council of Canada, will be directed by H. C. D. Main, Independent exhibitor from Sutton, Ontario, whose appointment by Charles Chaplin, chairman of the

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Keep Your House In Good Shape

These days, when obsolescent theatres are losing the battle to stay in business against TV and other competition, "preventative maintenance," a favorite phrase of Jules S. Wolfe of Famous Players, should have special significance for all exhibitors. Wolfe, who is in

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14 Top RKO Features In '57's First Half

Canadian exhibitors will be offered 14 film productions, representing a total expenditure of $33,000,000, by RKO during the first six months of 1957, it was announced in Hollywood last week by Walter Branson, vice-president in charge of world-wide distribution, following conferences with Daniel T. O'Shea, president, and William Dozier, vice-president in charge of production.

Spearheaded by the multiple-million-dollar aviation spectacle, Jet Pilot, starring John Wayne, the group represents the strongest line-up ever presented by RKO during a corresponding period. The program runs the full entertainment

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Doris Day In 'Teacher's Pet'

Doris Day has been set by Paramount to star with Clark Gable in William Perlberg's upcoming production of Teacher's Pet.

Premier Frost Stars At CPP Hanson Dinner

"You have given us a wonderful gift. It is something that we will cherish for the rest of our lives. Your being here tonight will give us memories that are priceless. We're glad to be worthy of your thoughtfulness." With these words Oscar Hanson, holding the onyx-and-gold symbol of the Pioneer of the Year Award, thanked his fellows of the Canadian Picture Pioneers and their guests, who filled the Crystal Ballroom of the King Edward Hotel for the fourth annual event of its kind. He coupled Mrs. Hanson in his appreciation, for the Honorable Leslie Frost, Prime Minister of Ontario, who made the presentation to the man he called

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TAYLOR ELECTED CHIEF BARKER

Chief Barker of the Variety Club of Toronto is N. A. Taylor, who stepped up from First Assistant Chief Barker to succeed David Griesdorf. Dan Krendel became First Assistant Chief Barker and J. J. Fitzgibbons, Jr. followed him as Second Assistant Chief Barker. Chet Friedman took over from Lou Davidson as Property Master and J. A. Troyer remained Dough Guy.

The Crew, elected recently by the general meeting, met last week in the tent quarters at the Prince George Hotel to elect the officers. The other canvasmen are Clare Appel, George Altman, Joe Bermack, Herb Allen, Ernie Rawley and Ralph Dale.

The installation dinner and dance will be held at the Sign of the Steer on December 13.

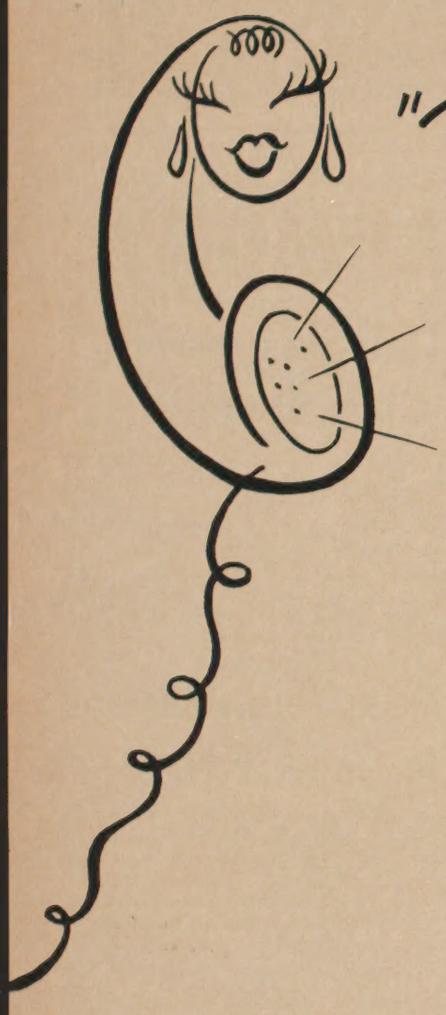
Taylor will appoint committee heads for the new term shortly. Many International and local matters will command the attention of the Toronto tent in the coming year. Expansion of membership into hitherto-neglected amusement fields is contemplated.

'Night The World Exploded'

Kathryn Grant and William Leslie will star in Columbia's The Night the World Exploded, which Sam Katzman will produce.

ALL FOX PRINTS OK FOR EVERY TYPE OF PROJECTION JAN. 1

All 20th Century-Fox prints, starting with that of Jesse James in January, will be compatible with any type of projection and sound equipment now in Canadian booths, providing a minor and relatively inexpensive conversion is made of present sprocketholes. So Peter Myers, Fox general manager in Canada, told delegates at the Motion Picture Industry Council meeting. The prints will have four-track stereophonic sound and will be useful for optical and magnetic installations as well.



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Canadian Film Weekly
Vol. 21, No. 47 December 5, 1956
HYE BOSSIN, Editor
Assistant Editor - - - - - Ben Halter
Office Manager - - - - - Esther Silver
CANADIAN FILM WEEKLY
175 Bloor St. East, Toronto 5, Canada
Authorized as Second Class Mail,
Post Office Department, Ottawa
Published by
Film Publications of Canada, Limited
175 Bloor St. East, Toronto 5, Ontario,
Canada — Phone WAlnut 4-3707
Price $3.00 per year.

FOR SCREEN ADS

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poration, Montreal, suggested that the exhibition of Canadian-made short subjects, with the name of the sponsor appearing only once and at the beginning, might help defray the expenses of the member associations. They had been used successfully for the benevolent fund of his company's managers and he gave as an example Crawley Films' prizewinning short, Newfoundland Scene, which the public had found to be much more interesting than almost all imported shorts. He was empowered to develop the proposal.

Lester said that while in the Marble Arch Theatre, London last year he had watched 12 minutes of screen advertising and no single subject nor all of them brought objection. "I was the first to object but I'm changing my mind," he said. Gordon Spencer of the Maritimes said that screen advertising for circuits was as good as adding another theatre from a standpoint of income.

Bingo was again discussed as unfair competition, as was 16 mm. exhibition under certain circumstances. The amusement tax came in for continued criticism but the reports of reductions and the possibility of further ones was gratifying. The high price of accessories was also deplored and some border theatres are buying them from National Screen Service in the nearest USA city instead of the Canadian exchanges.

Doris Robert, president of Quebec Allied Theatrical Industries, spoke warmly of the cooperation of the new Theatre Owners' Association of Quebec, which is comprised of small Independents.

Censorship was as "exasperating and unfair as ever" but some delegates praised their censors for carrying out a difficult task well. All agreed that censorship should be a non-cost operation.

Fox' 'Desk Set'

Joan Blondell has been signed to a top role in 20th Century-Fox' The Desk Set, which co-stars Spencer Tracy and Katharine Hepburn. Walter Lang will direct the screen adaptation of the smash Broadway comedy hit, which is scheduled to get under way early in December.

MPICC Theme: Optimism

(Continued from Page 1)

aid of a number of the distributors. This was in sharp contrast to the attitude at last year's meeting. The MPICC heard its chairman, R. W. Bolstad, express the same thought in his opening address. "Over the years the different branches of our industry have learned to live together and have an appreciation of each other's problems. There is a spirit of comradeship not found in too many industries. We must guard it."

Bolstad was re-elected to office by acclamation, as were Charles S. Chaplin of Toronto and William Lester, Montreal exhibitor, as vice-chairmen and Arch. H. Jolley of Toronto as executive secretary. H. C. D. Main of Sutton, Ontario succeeded LeRoy Chown of Calgary, who retired, as executive secretary.

A number of matters discussed at the exhibitors' meeting was carried over to the MPICC session. Though several did not really belong there, since the MPICC is an all-embracing organization in which some organizations of opposing interests are members, these matters received a hearing and helped nourish understanding. Opposition to Telemeter and the fight against TV competition belonged in this category and these were dropped when J. Duane McKenzie, president of the Saskatchewan exhibitors' association, pointed out that certain members had an interest in those fields.

Owen Bird, BC exhibitors' representative, asked that some industry leaders stop making pessimistic statements and that press information be issued to counter suggestions that the motion picture theatre business faces extinction.

During the report of the taxation committee, which Bolstad heads, it was pointed out that theatre films are taxed and controlled while those on TV are tax-free, are uncensored officially and are shown on Sunday—frequently over the government network, thus putting the exhibitor in the position of helping to subsidize — through income and business taxes—his competition.

Reduction of Capac royalties for music in drive-ins will be sought. At present the fee is arrived at on the basis of two-and-a-half persons per car. This is an overcharge, since statistics show that attendance is smaller than that.

Further reduction of nitrate prints was urged, considerable progress having been made in the last year. It was shown that there are still 50 nitrate films in exchanges, all but a few being handled by the small Independent distributors. Reduction of insurance rates and booth costs would follow, while safety would be increased.

The distributors promised to have a closer look at the problem of adequate poster service and selling aids through Haskell Masters, Charles Chaplin and others. Chaplin, distributors' association president, praised the Children's Film Library, Canadian Estimates and the public relations work of C. J. Appel, executive director of the CMPDA. The association gave the MPICC delegates a luncheon the first day, at which Chaplin welcomed them and A. W. Shackleford, president of the Alberta Theatres Association, thanked them.

Exhibitor delegates and observers were Owen Bird, Myron McLeod and Len Johnson of British Columbia; A. W. Shackleford and Douglas Miller of Alberta; J. Duane McKenzie and F. J. Lundholm of Saskatchewan; Harry and Robert Hurwitz of Manitoba; Lionel Lester, Morris Stein, E. G. Forsyth and John H. Clarke of Ontario; Doris Robert, William Lester, John Ganetakos and Leo Choquette of Quebec; and F. Gordon Spencer of New Brunswick.

Delegates and observers from the Canadian Motion Picture Distributors Association were Haskell Masters of Warner Bros., Jack Labow of RKO, Gordon Lightstone of Paramount and Clare J. Appel, executive director of the CMPDA; from the Equipment Dealers Association they were George Cuthbert of General Theatre Supply in Toronto, L. M. Bleackley of Perkins Electric in Montreal, J. M. Rice of J. M. Rice & Company in Winnipeg and A. D. Turnbull of Dominion Sound Equipments in Montreal; from The Association of Motion Picture Producers and Laboratories of Canada they were Graeme Fraser of Crawley Films in Ottawa and John J. Chisholm of Showcase Film Productions in Toronto.

Para's 'The Tin Star'

Mary Webster has been signed by William Perlberg and George Seaton to be Anthony Perkins' love interest in The Tin Star, now under way at Paramount with Henry Fonda and Perkins in the starring roles.

Warners' 'Bombers B-52'

Natalie Wood will star with Karl Malden in WB's Bombers B-52.

Jobbins Back After European Look-See

W. S. Jobbins, chief of the National Film Board's commercial division, has returned from a month-long visit to film distributors in London, Paris, Brussels, The Hague, Hamburg, Oslo and Copenhagen. In addition to acquiring first-hand knowledge of European theatrical distribution activities, Jobbins also discussed recent developments in television distribution with officials in the NFB's London office and with officers of Canadian diplomatic posts.

OUR BUSINESS by N.A. Taylor

THE deliberations of the Motion Picture Industry Council of Canada, recently concluded in Toronto, ended as usual in friendship and harmony. The important and constructive result of the deliberations was the unanimous decision to back an Oscar Awards Contest similar to that conducted by a number of theatres last year, but on a wider and more comprehensive scale. It even went so far as to vote and agree to raise a sum of money for the purpose of defraying the cost of a co-ordinator at a central office for the preliminary period and the term of the contest. This is a giant forward stride for the Council.

Last year, with only four weeks for preparation, a country-wide contest was initiated by Charles S. Chaplin, president of the Canadian Motion Picture Distributors Association and chairman of the Box-office Promotion Committee of the MPICC. The results were extremely gratifying. One may question the number of tickets which were sold directly as a result of this effort, but one cannot help but marvel at the amount of free and valuable publicity which was garnered. This must ultimately help sell tickets.

With a longer period of preparation and planning in 1957, and with even a similar amount of money with which to operate, the beneficial results next year should be immeasurably greater. The large circuits have already agreed to full co-operation. It is important that every exhibitor do likewise. The cost is comparatively small and any theatre owner who feels that he cannot afford to participate may as well hang out the For Rent sign right now.

It is to be hoped that when this contest is completed and the results are tallied, even the smallest exhibitor will start to realize that our business is one which demands a continual barrage of publicity and a continuous plan of public relations and that any money wisely spent for these purposes is money well spent. This may very well pave the way to a permanent public relations committee or something similar to COMPO in the United

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OUR BUSINESS

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States, which will labor 52 weeks a year to keep the public at large aware of the wonders and pleasures of attending the movies.

Many small-town exhibitors have been unaccountably backward in supporting any plan which might help our business in the overall. This may be based on the theory that all benefits will accrue to the larger theatres in the bigger cities and towns. This is not true and such exhibitors may determine it for themselves now by supporting the Oscar Awards Contest.

'OSCAR CONTESTS'

(Continued from Page 1)

public relations committee, was confirmed at the annual meeting in Toronto. Main, whose connection will last for four months and be a salaried one, is to be supported by a co-ordinator in each province.

Chaplin's report on last year's contest won emphatic praise from the delegates and R. W. Bolstad, MPICC chairman, stated that not only had it kept alive screen entertainment in the public mind but theatre business definitely increased while it was on. Newspapers which had participated last year had asked to be included again and non-participating papers have requested a chance to join the contests. Delegate Harry Hurwitz of Winnipeg said that not only was this true in Winnipeg but the paper there suggested the contest be extended to a number of communities where it had strong circulation.

General Motors, which had supplied a number of Oldsmobiles for large centres last year, had indicated its desire to join with the MPICC again and provide even more. Because of this and the fact that the preparation period this year is three months compared to four weeks last year, the contest will cover many more communities. National advertisers of home refrigeration units and other articles want to participate.

Last year 57 communities, in which there were 452 theatres with 374,384 seats, received 1,636,700 ballots and returned 698,891 from a population of 6,740,500 — a remarkable 42 per cent response. The newspapers published 15,388,800 ballots and their returns, added to those of the theatres, made a total of 1,214,891, of which 382 were correctly answered. It is estimated that the gratis newspaper space was valued at $44,339 and the value of the prize given to those who had submitted the tie-breaking essays came to $57,732.

Provincial co-ordinators already named are Harold Bishop for Manitoba, Owen Bird for British Columbia and Lionel Lester for Ontario.

News Notes

'SAME SINGLE BASIC INDUSTRY'

The Motion Picture Daily, a leading trade paper issued by the Quigley Publishing Company, Inc., New York, announced in a recent edition that the department called Television Today has become "an integral part" of each issue. Says part of an article bearing the signature of Charles S. Aaronson:

"It becomes more apparent as time goes by that actually, in every practical sense, motion pictures and television are two allied divisions, if you will, of the same single basic industry, the purveying of entertainment by means of modern technical devices, to a wide, waiting and willing audience. It is coming more and more to be recognized that there need be no essential conflict between these two divisions, since it has been demonstrated time and time again since the emergence of the younger medium that the two fill different needs in different fashion and that one may well benefit the other in many instances."

Almost all the motion picture companies are turning out product for both theatres and television.

BILL COSMAN TO NY FOR NFB

Successor to John Duerkop as the National Film Board's senior representative in New York will be J. W. Cosman, who was chief of the International Distribution Division. Duerkop goes to Saskatoon to replace C. W. Gray as supervisor of the Prairie Region. Cosman's replacement is his assistant, T. V. Adams. Gray was recently named to succeed C. W. Marshall as head of the Canadian non-theatrical branch when the latter was given a new post, that of representative in South East Asia. All changes take place early in 1957.

CANADIAN FILMS WIN IN ITALY

Canadian films won two awards at exhibitions in Italy last month, the National Film Board announced. Angotee, the story of an Eskimo boy made by Douglas Wilkinson, won the cup of the International Festival of Mountains and Exploration at the Tranto Film Festival.

The other award, a plaque and certificate, was awarded to a group of films entered by the Canadian Embassy at the International Exhibition of Electronics, Nuclear Energy, Wireless, Television and Cinema in Rome.

One of the films was a French version of The Seasons, produced by Christopher Chapman, a talented Toronto amateur. The other films were National Film Board productions: Poussin, La Feuille Verte, Vegetable Insects, Red Runs the Fraser, Drole de Micmac, Romance of Transportation, L'Etang, Recherche Atomique.

GRAD SEARS, EX-UA HEAD, PASSES

President of United Artists from 1946 to 1950, Gradwell L. Sears, who entered the motion picture industry as a projectionist while attending school in Hannibal, Missouri, died of lung cancer in New Rochelle, NY last week. He was 59 years old.

Beginning with the World Film Company after his return from service with the U.S. Army in WWI, the late Mr. Sears was with Republic, Selznick, First National and Warner Bros. before joining United Artists, where he was vice-president at the time of his passing. He was general sales manager for Warners when he left in 1941 to take the same post with UA.

Surviving are his widow, a son and a daughter.

Christmas - New Years
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In English, in French or bilingual
Order now without delay.
*ASSOCIATED SCREEN NEWS
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14 RKO FEATURES

(Continued from Page 1)

gamut, including spectacle, historical drama, adventure, romance, comedy, melodrama, science fiction and youth-appealing themes.

Besides John Wayne other important personalities appearing in the 14 early 1957 releases include Diana Dors, top ranking British actress; Red Skelton, Jane Powell, Janet Leigh, George Gobel, Vivian Blaine, Rod Steiger, Janet Blair, Teresa Wright, Glynis Johns, James MacArthur, Kim Hunter, Sarita Montiel, Cameron Mitchell, Adolphe Menjou, Gordon "Tarzan" Scott, Arthur O'Connell, John Beal and James Craig.

Red Skelton's Technicolor comedy, Public Pigeon No. 1, co-starring Vivian Blaine and Janet Blair, heads off the parade for 1957, being scheduled for a January 9 release. The remainder of the tentative release schedule includes The Young Stranger, starring James MacArthur, Kim Hunter and James Daly, January 16; I Married a Woman, starring George Gobel, Diana Dors and Adolphe Menjou, January 30; That Night, Galahad Production starring John Beal, Augusta Dabney and Shepperd Strudwick, February 6; Jet Pilot, starring John Wayne and Janet Leigh, February 20; Run of the Arrow, Samuel Fuller production, starring Rod Steiger and Sarita Montiel, February 27.

Two science fiction dramas, The Cyclops, starring James Craig, Gloria Talbot, Lon Chaney, Jr., and Tom Drake, and X the Unknown, will be released March 13; The Day They Gave Babies Away, starring Glynis Johns and Cameron Mitchell, March 27; Tarzan and the Lost Safari, Sol Lesser production starring Gordon Scott, April 3; The Lady and the Prowler, a John Farrow production, starring Diana Dors, Rod Steiger and Tom Tryon, April 17; The Girl Most Likely, starring Jane Powell, Cliff Robertson, Keith Andes, Kaye Ballard and Tommy Noonan, May 22; The Violators, Galahad Production, starring Arthur O'Connell, June 12; and Escapade in Japan, Arthur Lubin production, starring Teresa Wright and Cameron Mitchell, July 3.

RKO will release four more pictures during 1956, including Bundle of Joy, Edmund Grainger musical starring Eddie Fisher and Debbie Reynolds; The Silken Affair, starring David Niven and Genevieve Page; Man in the Vault, starring William Campbell, Anita Ekberg and Karen Sharpe; and Guilty.

'House Of Numbers'

MGM has signed Russell Rouse to direct and Jack Palance to star in The House of Numbers, prison-break story being written for the screen by Don M. Mankiewicz. It will be produced by Charles Schnee early next year.

Review

DEATH OF A SCOUNDREL

(From The Film Daily, NY)

with George Sanders, Yvonne DeCarlo and Zsa Zsa Gabor.

RKO **119 Mins.**

DRAMA OF FINANCIER COMMITTING MAYHEM ON FAMILY AND FRIENDS TO GAIN RICHES AN AUDIENCE'S DELIGHT.

Someone had to kill him—everyone hated him. Yet, this scoundrel of an international financier betrays, seduces, ruins and plunders on his swindling way to millions to the obvious delight of the audience. Placed in a good light by cameraman James Wong Howe, he will be readily accepted by boxoffice society.

Charles Martin, the writer-producer-director, in plotting the Death of a Scoundrel as his first indie venture has neatly dramatized the motivation of each victim to murder.

With Martin's scintillating dialogue, the star cast of thieves and cut-throats cavort too merrily. There is much fun in the detached view of their nefariousness.

George Sanders suavely plays the unscrupulous dastard who wreaks havoc on family, friend and enemy in his rise to wealth and power. Yvonne DeCarlo makes a fine rough-diamond, petty thief whom he polishes, socially and professionally. Zsa Zsa Gabor, as a greedy, rich widow, is reason enough to incite male envy of the scoundrel's activities. Victor Jory competently portrays a defrauded oil baron.

In all, the unreeling of this ruthless cheat will engross audiences. Those who know what they are buying will be satisfied; those who don't will be pleasantly surprised. Martin has a good one.

CAST: George Sanders, Yvonne DeCarlo, Zsa Zsa Gabor, Victor Jory, Nancy Gates, Coleen Gray.

CREDITS: Writer - producer - director, Charles Martin; Music by Max Steiner; Director of photography, James Wong Howe; Assistant director, Frank Fox.

DIRECTION: Fine.

PHOTOGRAPHY: Excellent.

Sanders In 'Painted Veil'

George Sanders will star with Eleanor Parker and Bill Travers in MGM's The Painted Veil.

'Rock, Rock, Rock' In Five Twinex Houses

Astral Films' new DCA release, Rock, Rock, Rock, which is playing 70 Loew's houses in the New York area, has been booked day-and-date into the five-theatre Toronto hookup of the Twinex circuit, headed by the Downtown Theatre.

Heard in 21 new rock and roll numbers in the film are Frankie Lymon and His Teenagers, Lavern Baker, Chuck Berry, The Three Chuckles, Jimmy Cavallo and His House Rockers, Alan Freed and his 18-piece orchestra, among others.

VARIETY TENT'S election meeting, attended by many visiting showmen, was great fun, much of which was created by Monty Hall, that talented ex-canvasman now emceeing a NY TV show. The witty Monty, who emceed the touring Formby hit show two seasons ago, would have lit up the *Chrysler Festival* with his looks and personality. Monty explained that he couldn't get around to the NY convention last Spring because he was moving at the time . . . *Myron McLeod* of Powell River, BC, here for the conventions, freshened his friendship over a Variety drink with a Royal Flying Corps buddy of WWI, Frank Vaughan . . . *Another* Variety guest: Vic Hoare of London, Lion International v-p . . . *It's a boy* for the Jim Hardimans of National Theatres, Los Angeles. Jim is the ex-Odeon ad-pub chief here . . . *Beef about* some big-headed CBC people of doubtful competence, as passed on to me. They're asked for and the secretary says to hang on. A moment later she's back with this: "What's it about?" Very little coming out of there these days entitles them to be that high and mighty . . . *You've become* a realist when you accept the fact that a man can be an S.O.B. all his life and still die rich and without remorse.

DOUG MILLER, who runs the theatre in Taber, Alberta, was promised the premiere of the film about the life of jockey Johnny Longden, a Metro release to star Mickey Rooney. You know who promised it to him? Longden, himself a Taber product . . . *Ed Wells*, who used to head the distributors' association, is quite ill at his home on Ontario Street, Cobourg and I'm sure will be glad to hear from old friends. Ed is one of the finest gentlemen I have ever met . . . *Got talking* to a fellow member of the Central Y's BMC who is with a publishing house. He told me that *The Ten Commandments* has caused a marked increase in the sale of bibles . . . *Jack Barron*, Calgary Odeon partner, will be the guest of honor at a Negev dinner for aid to Israel. That reminds me that in Israel they are pointing to the recent victory as an example of how transportation has developed. It took the Jews 40 years to cross the Sinai desert from Egypt to Israel. Thirty-two hundred years later, crossing from the other direction, it took them 40 hours . . . *The figure* turned down by MGM for the sale of its backlog to the Chesler group was $55,000,000 . . . *These days* the boys don't say "We're on the right track" while exploring an idea. They say: "Anyway, we're thinkin' good" . . . *When it came* nomination time for an Industry Council eastern v-p Johnny Ganetakos of Montreal, sitting next to me, quickly suggested Bill Lester of Montreal. "Years ago I learned a great secret," he explained to me. "Nominate somebody before somebody nominates you."

ROBERT CLARK, chief of production at Associated British, UK, was in town, along with that company's TV chief, Howard Thomas. Will-o'-the-whisper is that Thomas was headed for the CBC's Bushnell in Ottawa to see if he could get a co-op deal, a la *Mohicans* . . . *It's a brother* for sister at the Barney Simmons' house, making the happiness and congratulations at the Towne Cinema, which he manages, day-and-date with those at the International Cinema, which grandma Flo Simmons looks after . . . *Remember* good old Jack Houston, who used to manage the Dundas Square Imperial Bank branch? He came in from St. Catharines for the Oscar Hanson dinner with Roy Miller and Stu Fleming. It was nice to see such out-of-towners as John Dydzak of Hamilton and A. I. Rosenberg of Kitchener. Among those who wired congratulations were AA chief Steve Broidy, Hollywood; Syd Taube, Los Angeles; and Louie Rosenfeld, last year's Award winner, ill in Toronto . . . *Had dinner* with those recent newlyweds, Adele Kamins, that fine TV and stage actress, and Stan Daniels, probably the town's best young lyricist-composer, sketch writer and actor. It just isn't fair to have so much talent in one family . . . *What with* noisy drunks, etc. they should have called it the Grey Cup Pestival.

Short Throws

DAVE SMITH Productions has been opened by Dave Smith, one-time National Film Board writer-director, in Toronto as a consultative film service dealing in all production phases. Smith, most recently with Hudson Productions, Limited, Toronto as production manager, has been media director with the Grant Advertising Agency and at the old Rapid Grip and Batten studio, recently sold to S. W. Caldwell Limited.

WILL ROGERS Memorial Hospital and Research Laboratories at Saranac Lake, NY, which is for the amusement industry, will again receive $50,000 from the major film companies that make up the Motion Picture Association of America, it was announced by Abe Montague, president of the fund which supports it.

SIX-CITY Christmas premiere has been set by JARO for its Royal Command film, The Battle of the River Plate, in Toronto, Vancouver, Ottawa, London, Winnipeg and Victoria. The production, in VistaVision and Technicolor and starring John Gregson, Anthony Quayle and Peter Finch, in its opening week at the Odeon in Leicester Square, London, broke the mark set by Reach for the Sky, the company's top boxoffice all-time grosser.

WARNER BROS. will produce TV shows for ABC—the American Broadcasting-Paramount Theatres company headed by Leonard Goldenson. New offices, cutting rooms, projection rooms and other facilities will be constructed. It's a non-exclusive deal and WB will handle other business as well.

ANOTHER 3-D film is being produced, this one by Arch Oboler, who made Bwana Devil in 1952 and started a cycle that didn't last. This one will be called Fly With a Cherub. He insists that the process is much improved — so much that the audience won't mind wearing the glasses.

PERSPECTIVE subject, made by the National Film Board for CBC TV, is The Longer Trail, a story about an Alberta Indian whose illness takes him off the reservation. This creates many problems.

AFFILIATION with the IATSE was voted by the Colosseum of Motion Picture Salesman of America at their recent annual convention in St. Louis, Missouri. Move was made to strengthen the position of the Colosseum when and if the distributors get around to streamlining their operations for reasons of economy.

COLUMBIA'S CHRIS
FOR YOUR MOST IMP

HOT ON THE HEELS OF THAT

SENSATIONAL "ROCK AROUND THE CLOCK"...

HERE'S THE BIG, BIG NEW MOVIE

WITH THE NATION'S TOP ROCK 'N' ROLL STARS!

The kings of ROCK are rollin' back to the screen... in their BIGGEST!

with **JOVADA AND JIMMY BALLARD**

Written by ROBERT E. KENT and JAMES B. GORDON • Produced by SAM KATZMAN

Directed by FRED F. SEARS • A CLOVER PRODUCTION

HEP TIP! EVEN IF YOU HAVE A SINGLE-BILL HOUSE...BO

TMAS PACKAGE... ORTANT AUDIENCES! *

AND FOR A SOCK TEEN-AGE* COMBO SHOW–

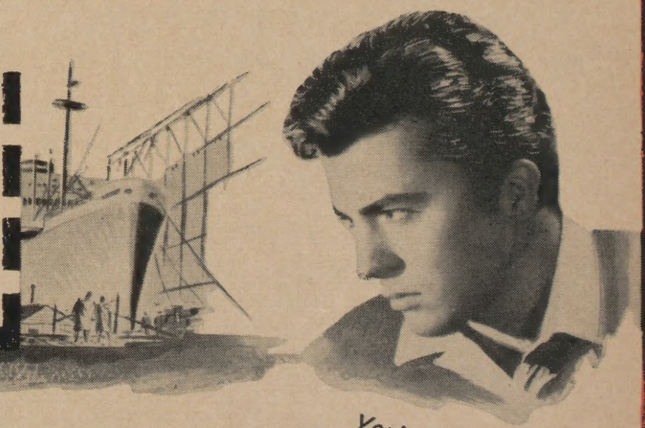
BOOK "ROCK" WITH

THE SHOCKING JUVENILE DELINQUENCY STORY

THAT'S NEVER BEEN TOLD BEFORE!

THE STARK TRUTH ABOUT TEEN-AGE GANGS! THEIR WARS! THEIR GIRLS! THEIR CRIME-SCHOOLS!

RUMBLE ON THE DOCKS



introducing **JAMES DARREN** with Laurie CARROLL · Michael GRANGER · Jerry JANGER · Robert BLAKE and FREDDIE BELL AND HIS BELLBOYS

Screen Play by LOU MORHEIM and JACK DeWITT • Based on the Novel by FRANK PALEY • Produced by SAM KATZMAN

Directed by FRED F. SEARS • A CLOVER PRODUCTION

You'll go for Jimmy Darren... the new teen-age screen idol!

OK THIS SOCK-ROCK COMBO FOR THE TOP B.O. IN TOWN!

THEATRE CARE

(Continued from Page 1)

charge of purchasing, engineering and maintenance for Canada's largest circuit, says that "Preventative maintenance is just plain, everyday horse sense as practised in your home by yourself and your wife." That's what he told those gathered at the recent regional conventions of Famous Players.

This was elaborated on in the first issue of Famous Players' National Ballyhoo after the meetings. Compiler and editor is Dan Krendel. Says National Ballyhoo:

"Costly emergency breakdowns can be prevented . . . if all of your employees are trained to think in terms of 'Preventive' maintenance. Take care of the simple every-day repairs . . . and if you come across an item that requires outside help . . . don't wait until it reaches emergency proportions . . . get estimates immediately . . . From them we get a constant picture of the physical condition of your property. The important thing is that your employees . . . and yourself . . . exercise constant vigilance . . . recognize minor defects, **repair them.**

"A dirty theatre reflects an inefficient operation. The dirt that is on high ledges today will be on your lower draperies tomorrow. Make sure that you regularly inspect your carpets . . . drapes, hangings and fixtures. Check your light bulbs, hinges, doors and all out-of-the-way areas . . . Fire hose, extinguishers, exit doors and safety appliances should be closely scrutinized . . . Every seat must be checked . . . Floor and seat bottoms should be examined for gum and the gum removed.

"Your carpets will last longer if they are **properly** cleaned every day. Don't just remove the surface dirt . . . get all the grit and grime out by proper vacuuming.

"Your mechanical equipment . . . boilers, fans, air-condition units, electric motors, etc. should be regularly inspected and cleaned. Filters should be kept immaculately clean, and all motors regularly lubricated. Lack of regular inspection of roof areas and clearing of roof drains and hoppers may cause extensive damage to interiors and structure.

"Make sure that you keep a regular inventory of all supplies and purchase only what is required. If your light bulbs are not giving you the guaranteed life, save them and return them for credit. Your marquee and sign display sells your show . . . Is it doing the job for which it was intended? Dead lamps, dirty glass and neon will reflect a shabby, dull appearance, and possibly discourage many prospective customers.

"It is well to remember that 'Only those who have the patience to do simple things perfectly, ever acquire the skill to do great things easily.' "

CPP Hanson Dinner

(Continued from Page 1)

"a very good friend of mine," had suggested that Mr. Hanson owed much of his success to her.

Hanson spoke warmly of the late Clair Hague, the Pioneers' first president, and the late Ray Lewis, his co-founders in 1940 of the industry's fraternal and benevolent association.

Much of the evening's enjoyment was owed to Mr. Frost, who had been introduced by Morris Stein, CPP president and toastmaster. The Premier's remarks, personal in relation to Mr. and Mrs. Hanson and markedly fraternal when the industry came into them, were provocative of much laughter and sentiment. The fraternal aspect was based on the fact that as Provincial Treasurer, a post recently relinquished, he had been the senior officer of Ontario's theatre department and censorship board, which is administered by O. J. Silverthorne.

"I want to pay tribute to your industry," he told the gathering. "In my 12 years with you I found that you played the game and always held high the standards of business." The optimism with which the industry faced difficult times is "typical of Show Business in this province and in America," he observed. "The show will go on."

The award to Hanson was preceded by one to James A. Whitebone, MBE, made by John J. Fitzgibbons, CBE, and received in his behalf by his fellow-townsman, F. Gordon Spencer. Mr. Whitebone, IATSE business agent and a prominent figure in Saint John community life who is president of the New Brunswick labor organization, was unable to be present.

Fitzgibbons said that he was glad to have been chosen to make the presentation to Whitebone "for his lifelong service to his country, to our industry and to the community in which he resides," since the latter had been a Famous Players employee from the first day that company, which the speaker heads, had entered the Maritimes. He spoke highly of the responsibilities of the projectionist, Whitebone's craft and his own at the beginning of his career. "Although the applause of his friends here tonight will fade away, this award of the Canadian Picture Pioneers will endure."

In receiving the scroll from Mr. Fitzgibbons Spencer said: "Back home we say that James Whitebone is the nation's most distinguished projectionist. This proves it."

The first award of the evening, made to the Winnipeg branch of the Pioneers in recognition of its outstanding contribution to the CPP's work, was placed in the hands of Hy Swartz, its president, by N. A. Taylor, immediate past president of the Pioneers, during whose four years of office the Pioneer of the Year Award had been established. He recited the accomplishments of the Winnipeg members. Swartz, a charter member of the Pioneers, said it was their intention to keep winning the annual award for service. "But we'll be glad to relinquish it to any branch that deserves it more than ours," he added.

The evening opened with Mayor Nathan Phillips of Toronto welcoming those visiting the city. "No group in our community answers the call for public service more readily and often than the people of the motion picture industry," he told the gathering.

The events drew a full press corps. Not only were the film columnists present but reporters and photographers had been assigned by the daily papers.

TORONTO PATTERN

(Continued from Page 1)

Yonge, near a subway station that is half-way between downtown and Eglinton Avenue, the main street of the city's north end.

The Hollywood, which has a handsome front and a spacious lobby, will be linked with two Famous Players theatres, the 1,485-seat Palace on Danforth Avenue, in the East, and the 1,385-seat Runnymede, on Bloor Street, in the West. Into these houses day-and-date will go major motion picture productions first run as one of the answers to the booking jam caused by blockbusters.

Oklahoma! is in its eighth month at the Tivoli, War and Peace is in its eighth week, having moved over from the Imperial to the Eglinton after seven weeks, and The Ten Commandments has opened at the University, where it may stay a year. Added to this is the fact that Shea's, where the Solid Gold Cadillac is in its fourth week, is due to come down in February to make way for the Civic Square. Still to come are such three-hours-plus features as Giant and Todd-AO's Eighty Days Around the World. MGM has Raintree County and Teahouse of the August Moon, both sure for long runs, so that may tie up the Loew houses.

An answer to the booking jam is essential, for the majors have increased production. MGM, for instance, made 26 films last year and will make 54 this year. Columbia has 50 features under way and Allied Artists just entered the top playing time with The Friendly Persuasion, which in Toronto will play day-and-date at 20th Century Theatres' Towne Cinema, on Bloor Street, which is midtown, and Famous Players' Eglinton, in the north end. This is a first-time hookup.

Leopold Friedman To Loew's Meeting Here

Leopold Friedman, who succeeded Joseph R. Vogel as president of Marcus Loew's Theatres Limited, Toronto when the latter resigned to follow Nicholas Schenck as head of Loew's, Inc., will preside over the annual stockholders' meeting in Toronto. It will take place in the lounge of Loew's Yonge Street on Friday, December 7, 1956.

John Murphy of Boston, whose responsibilities for the parent company include the two theatres in Toronto and one in London, will accompany Friedman.

At the Canadian Picture Pioneers Annual Award Dinner

For easier identification the photos on the next page will be treated as three vertical panels and the persons in them named from left to right. Photos are by Bob Morris of Jones & Morris.

LEFT PANEL: First photo — Mrs. and Mr. George Oullahan. He was co-ordinator of the dinner, which took place in the Crystal Ballroom of the King Edward Hotel, Thursday, November 22, 1956. Second photo — N. A. Taylor, immediate past president of the Pioneers, and Hy Swartz of Winnipeg, president of the Manitoba branch, to whom Taylor presented the award given to that group for having led the other branches in serving the aims of the organization. Third picture— The Hon. Leslie M. Frost, shown holding the Pioneer of the Year Award, and Mrs. Oscar Hanson.

CENTRE PANEL: First photo — the general scene. Second photo — The Hon. Leslie M. Frost, QC, Prime Minister of the Province of Ontario, who presented the Pioneer of the Year Award to Oscar Hanson, shown next to him, for the Canadian Picture Pioneers. At the right is Morris Stein, president of the Pioneers and toastmaster of the dinner, who introduced Mr. Frost. Third photo — A section of the head table. In front are Dan Krendel, Mrs. Charles Dentelbeck and Charles Dentelbeck. The gentlemen are directors of the Pioneers. Fourth photo — The Award was delivered to the Prime Minister for presentation by a Page Boy from the Provincial Legislature at Queen's Park, Toronto, who is shown here. He is Tommy Holmes, Jr., of Toronto.

THIRD PANEL: First photo — Mrs. N. A. Taylor and Victor Hoare of London, England. Second photo — F. Gordon Spencer, Saint John, NB, is shown with John J. Fitzgibbons, CBE, after Spencer received the ancillary award in behalf of James Whitebone, MBE, Saint John, who was unable to be present. Third photo — Nathan Phillips, QC, mayor of Toronto; Premier Frost; William J. Stewart, former mayor of Toronto and former Speaker of the Ontario Parliament; and Oscar Hanson.

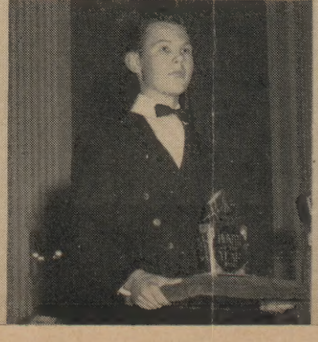
CANADIAN PICTURE PIONEERS
1956

OSCAR

AN PICTURE PIONEERS

OSCAR

OSCAR
HANSO



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AND A TOP-GROSSER!

The powerful story of a topgun turned parson— a man who tried to fight fire with faith!

The PEACEMAKER

STARRING
JAMES MITCHELL · ROSEMARIE BOWE

co-starring JAN MERLIN · JESS BARKER · HUGH SANDERS · featuring TAYLOR HOLMES · PHILIP TONGE · DOROTHY PATRICK

Music composed and conducted by GEORGE GREELEY · Screenplay by HAL RICHARDS and JAY INGRAM · Directed by TED POST

Produced by HAL R. MAKELIM

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THRU UA